FORTHCOMING EVENTS

THE AUSTRALIAN CLUB

Technology Table Luncheon

WITH MR GEOF HEYDON, BUSINESS DEVELOPMENT MANAGER, DIGITAL PRODUCTIVITY AND SERVICES AT CSIRO

" Digital Economy "

Mr Geof Heydon

By 2020 the term "digital economy" will be unnecessary, just like the term "broadband" will soon be superfluous. Our challenge is to shift today's economy to this future state where "digital" is the default and the systems and processes of today are gone forever.

Geof Heydon will discuss the following three dimensions of the emerging digital economy:

- Personal Devices hiding complexity with less focus on web browsers and more towards applications that will be our primary method of using computing and networks – breaking down the digital divide.
- The shift in generational behaviour; Generation Y are moving social media tools from the consumer towards business which is being resisted by baby boomer managers – resist at your peril.
- The ubiquity of both fixed & mobile connectivity underpins the national information infrastructure.

Remote collaboration will be critical in this digital economy. Geof Heydon will demonstrate a number of CSIRO initiatives that point the way to this future.

Geof has over 35 years of telecommunications experience. He has held a number of senior positions across Asia Pacific marketing and business/market development, supporting IP based broadband transformation and application advancements into the Digital Economy across the region.

His current business development role with the CSIRO Digital productivity and services national research flagship, focused on the Australian Centre for Broadband Innovation (ACBI), builds from a position as one of Alcatel-Lucent's "futurists", an expert and regular commentator on the high speed broadband enabled services, applications and new "digital economy" business models emerging globally.

Geof regularly engages with and consults to various government agencies and other industry sectors in areas including the Digital Economy, Retail Service Providers, the NBN, fixed and mobile broadband, convergence, the media, telecommunications regulation and policy. He also holds a number of board and advisory board positions.

MEMBER NAME: ..... MEMBERSHIP NO: .....

GUEST NAME/S: .....

CONTACT TELEPHONE NO: .....

RESERVATIONS

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DETAILS

THIS EVENT IS OPEN TO MEMBERS AND MIXED GUESTS

DATE	TIME	DRESS	COST
TUESDAY 30 APRIL	12.30 FOR 1.00PM	LOUNGE SUIT	$65.00 PER PERSON

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